

and in 3 pamphlets entitled "Reducing Made Easy," were false and misleading. The statements represented and suggested that the device was effective in bringing about a reduction in weight, development of the breast, removal of wrinkles, correction of sagging muscles, skin stimulation, muscle toning, muscle exercising, and promoting the growth of hair; that it would be effective in the relief of nerve and muscle tension, arthritis, varicose veins, high blood pressure, hypertension, paralysis, constipation, migraine, psoriasis, and headache; that it would be effective to restore hearing, prevent blindness, induce pregnancy, and promote circulation of good blood; and that it would be effective to treat muscle injuries, menstrual cramps, aches and pains, sinus, shingles, and cramps. The device was not effective for such purposes.

DISPOSITION: January 20, 1950. Default decree of condemnation. The court ordered that the device and the accompanying labeling be delivered to the Food and Drug Administration.

3037. Misbranding of Massage-O-Mat (device). U. S. v. 1 Device * * *.
(F. D. C. No. 25805. Sample No. 9109-K.)

LIBEL FILED. October 6, 1948, District of New Jersey.

ALLEGED SHIPMENT: On or about July 20, 1948, by the Massage-O-Mat Corp., from New York, N. Y.

PRODUCT: 1 device known as *Massage-O-Mat* at Asbury Park, N. J., together with a number of circulars entitled "A New Beauty and Health Service For You."

This device was an electrically operated mechanical massager. The top, on which the user reclined, was made of some flexible material. Underneath were 270 rubber rollers. The back and forth motion of these rollers pressing against the body through the top covering, rolled and kneaded the body of the user.

NATURE OF CHARGE: Misbranding, Section 502 (a), the following statements in the circular were false and misleading since the statements represented and suggested that the device was effective in the treatment of the conditions stated and implied, whereas it was not effective for such conditions: "Health Service * * * to help you to * * * radiant health! * * * a real 'toning' treatment * * * work of stimulating circulation, toning muscles and nerves, relieving tension, and reducing whichever parts of your body you wish. * * * It relieves * * * cramp, and helps you to strong, healthy feet. * * * Massage as the ideal way to reduce * * * take an all-over reducing treatment; or, if you wish you can concentrate on particular parts of the body; or you can do both in one session! * * * will stimulate your general circulation and start the 'toning' process. To Reduce Your Hips * * * To Reduce Your Thighs * * * To Reduce Your Abdomen * * * rollers will do their work of toning and firming the superfluous flesh * * * stimulating circulation, relaxing tight, cramped muscles, easing fatigue and pain * * * the Massage-O-Mat to solve your individual figure problems * * * eases tension and fatigue, induces real relaxation, and helps keep you fit * * * the healthful, normal way! Also, the rolling action of the Massage-O-Mat duplicates the natural action of the intestines and helps keep you 'regular' * * * use the Massage-O-Mat whenever you feel depressed * * * It will help you to health, vitality."

DISPOSITION: January 16, 1950. The Massage-O-Mat Corp., claimant, having filed an answer denying that the device was misbranded and subsequently

having withdrawn its answer, judgment of condemnation was entered and the court ordered that the device be destroyed.

3038. Misbranding of parts and accessories for a device called "Farador." U. S. v. 190 Treating Plates, etc. (F. D. C. No. 28007. Sample No. 52434-K.)

LIBEL FILED: October 7, 1949, Southern District of Ohio.

ALLEGED SHIPMENT: A number of parts and accessories, together with a number of circulars, were shipped on or about July 2 and 30, 1949, by Mrs. Florence M. Higley, from Buffalo, N. Y. Additional accessories were shipped on or about June 28, 1949, by E. W. Schlenker, from Buffalo, N. Y., and 26 brass cylinders were shipped on or about August 23, 1949, by the Curtis Screw Co., from Buffalo, N. Y.

PRODUCT: Various parts and accessories for use in assembling "Farador," a device, located at Englewood, Ohio. When the device was assembled, it consisted of a brass cylinder with two wires affixed to one end and various accessories which were to be attached to the free ends of the wires and applied to parts of the body. The device was therapeutically inert. The following items were covered by the libel: 190 treating plates, 55 local plates, 33 foot plates, 10 eye treating plates, 33 end connectors, 6 rectal dilators (large), 91 special urethral applicators, 3 sets ear attachments, 7 eye attachments, 8 rectal dilators (small), 4 female sounds, 1 tooth and mouth plate, 6 spinal plates, 6 partly finished rectal dilators, 9 partly finished mouth plates, 20 sets of Farador ends, 54 Farador sealing rings, 78 lead rings, 32 cork fillers, and 26 brass cylinders.

The circulars accompanying the accessories were entitled "Harnessing Nature," "Guards the Health of the Home," "We Submit Proofs" (white), "We Submit Proofs" (yellow), "Farador Direction Book," "Directions for Using the Farador Mouth Plate" [or "Optical Device," "Spinal Plate," "Dilation Treatment," "Urethral Sound," "Nasal Attachment," "Foot Plate," "Local Plate," or "Back Plate"].

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements in the accompanying circulars were false and misleading. The statements represented and suggested that the device was adequate and effective for the prevention, treatment, and cure of most of the diseases of the human body, including, but not limited to, appendicitis, blood poison, tuberculosis, syphilis, spinal meningitis, apoplexy, convulsions, sexual debility, epilepsy, gonorrhea, infantile paralysis, malaria, paralysis, and heart disease. The device was not adequate or effective for the prevention, treatment, or cure of the diseases, conditions, and symptoms stated and implied.

DISPOSITION: December 23, 1949. Default decree of condemnation. The court ordered that a number of the accessories and circulars be turned over to the Food and Drug Administration and that the remainder of the accessories and circulars be destroyed.

DRUGS FOR VETERINARY USE

3039. Misbranding of Life Guard Medicated Liquid for Poultry, Life Guard Remrow Water Wormer, Life Guard Medicated Liquid for Hogs, and Life Guard Expeller. U. S. v. Liberty Oil Co. Plea of guilty. Fine of \$175 and costs. (F. D. C. No. 28099. Sample No. 24653-K, 25851-K, 45548-K, 45556-K.)

INFORMATION FILED: January 13, 1950, Southern District of Iowa, against the Liberty Oil Co., a corporation, Des Moines, Iowa.